

Midsummer Festival

SATURDAY, JUNE 23rd, 1979 All Day

> SVEADAL Uvas Canyon, Santa Clara County

> > Given under the auspices of

Swedish-American Patriotic League



Swedish American Patriotic League

SAN FRANCISCO

OAKLAND

wishes one and all a Happy Midsummer

with sincere appreciation to the many committees and friends for their support and efforts to make his 85th Annual Midsummer Festival an outstanding success.

SUSAN BIANUCCI President, San Francisco ANNA LISTER
President, Oakland



Wishing you a

Happy Midsummer

Queen Karen

Harold and Inger Olson

Midsummer Greetings

SUSAN BIANUCCI President

Swedish American Patriotic League

Happy Midsummer

from

When you travel to Europe fly



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GLAD MIDSOMMAR





KAREN OLSON Midsummer Queen



JOANNE ERIKSON Columbia





JULIE ERIKSON Svea

Midsummer Greetings from

TEGNÉR LODGE No. 149, V.O.A

meets first Friday in the month, Pilgrim Congregat. Church, 5763 Walnut St., Oakland.

GLADYS PETERSON. President ASTRI FEIST, Secretary



The Golden Gate District Lodges

through the medium of this program wish to extend their best wishes to the Swedish-American Patriotic League, on this Midsummer Day Celebration.

The Golden Gate District Lodge, consisting of 28 local lodges in San Francisco Oakland, Berkeley, San Leandro, Concord, Stockton, Modesto, Turlock, Fresno, San Jose Palo Alto, San Mateo, Petaluma, Sacramento, Yuba City. Paradise, Eureka, Reddina Reno and Oroville extends to you a cordial invitation to become a member of

the Vasa Order of America. Contact any member of these Lodges and they will gladly furnish you information of the benefits you may derive from this mempership.

Gunnar Lillauist

Anna Clawson

District Master

District Secretary

MIDSUMMER GREETINGS

Tor Lodge No. 537, V.O.A. San Francisco

Meets Second Friday in each month at Swedish-American Hall, 2174 Market St.

EVELYN EIKELAND, Chairman ELLEN SANDBERG. Secretary

Best wishes for a successful 85th Annual MIDSUMMER FESTIVAL

FYLGIA LODGE No. 119

Vasa Order of America



The Color Guard here today is part of

Fylgia's Drill Team

Clyde Forsman Chairman

S. William Sjodahl Secretary



Midsummer Greetings from John and Gladys Peterson



ANDERS och ELLEN SANDBERG

önskar alla sina vänner en Glad Midsommar

85 Years of Midsummer Festivals

The Swedish American Patriotic League as such did not organize the first Midsummer Festival in San Francisco, but both the League and the festivals are direct results of the first historic occasion at the Midwinter Fair and Exhibition at Golden Gate Park in 1894.

Since then Midsummer Festivals have been held every year under the auspices of the League. A festival was even arranged in 1906, the year of the earthquake and fire. It was held in Shell Mound Park in the East Bay, attended by an estimated 3500 persons, eager to meet the survivors of the disaster in San Francisco.

During the years Midsummer Festivals have been held at various places. For the longest time, 26 years, it was held in the Scottish Rite Auditorium in San Francisco. At the time in 1968 when the Auditorium was converted to a movie house, the League decided to move the festival to its own recreation park, Sveadal.

We hope you will enjoy today's festival, the 85th Midsummer Festival, oldest in the world outside of Sweden.





SUSAN BIANUCCI President

Enjoy

SVEADAL

this summer

Your own Recreation Park in Uvas Canyon, Santa Clara County

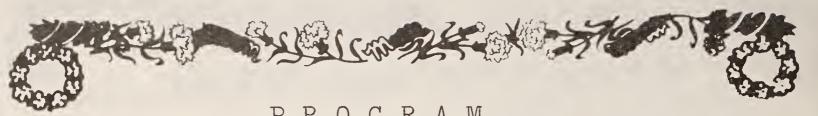
SWIMMING — TENNIS CABINS — MEALS PLAYGROUND

CALENDAR OF EVENTS

July 7—8—Tennis Tournament

July 21—53rd Anniversary of Sveadal

September 2—Labor Day Swimming Races



PROGRAM 4:00 P.M. on the Lawn

RAISING OF THE MAYPOLE AND PROCESSION:

Fylgia Flag Bearers, Fiddlers, Performers, Officers, Costume Group, Maids of Honor, Columbia, Svea, Crown Bearer, Train Bearers and the Midsummer Queen

FLAG SALUTE TO THE QUEEN

The Star-Spangled Banner Du Gamla, Du Fria



Erik Svenson Trumpeter Kurt Talbot Drummer

WELCOMESusan Bianucci President, San Francisco

CROWNING OF THE QUEENAnna Lister President, Oakland

Polska från Järbo (Gästrikland) Fiskens Vals

TIM RUED, Nykelharpa CAROLYN ALVERSON, Fiol



PRESENTATION OF COLUMBIA ... Susan Bianucci

PRESENTATION OF SVEAKen Weissenborn Chairman Board of Governors

THE CONSUL GENERAL OF SWEDEN
AND MRS. FREDRIK BERGENSTRÄHLE
Presentation by Fred Isackson, Past President





Dar Björkarna Susa Uskar Merikanto Flickorna i SmålandFridolf Lundberg

> MARIE-ANN HILL, Soprano Tenor WALTER MATTSON, IRENE BRYGGMAN, Pianist

PRESENTATION OF THE QUEEN'S COURT Ramona K. Talbot, Past President

MAIDS OF HONOR: Terri Anderson, Karen Bell, Kathy Biesty, Teresa Ferrari, Tami Hartley, Kathleen Nelson, Karen Norman, Peggy Peterson, Deborah Shireman, Sandra Shireman, Lisa Springer, Kelly Thurman, Karen Van Horn, Linda Nordstrom, Kelly Spelman

Crown Bearer: Thomas Bromaus
Train Bearers: Erica and Kristen Nelson

PROCESSION TO THE DANCE FLOOR MIDSUMMER QUEEN'S WALTZ

Maypole Dance Folk Dance Exhibition

> ENSEMBLE INTERNATIONAL Marian and Ned Gault, Directors



8:00 P.M.... Dancing THE RYTHME KINGS





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Swedish Relief Society of San Francisco

Meetings held at Noon on first Monday every month at Swedish American Hall.

Refreshments and cards.

President: MRS. MARTHA KUHNLE

Secretary: MRS. RUTH NELSON

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Glad Midsommar

A salute to the 85th Annual

Midsummer Festival

Hugo och Evelyn Olsson

Midsummer Greetings THE SWEDISH SOCIETY OF OAKLAND

meets 2nd and 4th Tuesday in

Moose Hall, Oakland

ROY OLSON, President
ALBERT CARLSON, Secretary
534-7622

For membership information contact above officers.

Now is the time to join the East Bay's oldest and most progressive Society.

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2174 Market Street

Sick Benefit and Social Organization Meetings 2nd Thursday at Noon

JUNE WILLIAMS, President
DIANE JAUREGUI, Secretary

SWEDISH LADIES SOCIETY JENNY LIND OF OAKLAND

A Social and Sick Benefit Organization

Meetings second Thursday every month in

Björnson Hall

President—VIOLET PETERSON
Secretary—BERTHA BECHTLE







Officers and Members of the

SWEDISH CLUB

önskar alla

EN GLAD MIDSOMMAR

Happy Midsummer

Young Scandinavians Club

P.O. Box 99610 San Francisco, CA 94109 **President: Mogens Schow** (415) 776-0996

General information: Lisa Wiborg (922-3236 daytime only)

Phone 861-9913



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Ernst Meyer, Prop.



Midsummer Greetings

from

THE SWEDISH SOCIETY OF SAN FRANCISCO

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Midsummer Greetings

from

Eva & Oscar F. Person



Wishing you a

Colorful

MIDSUMMER



ROY ANDERSON PAINT CO.

"With stores serving"

San Francisco — San Rafael

962 Battery Street, (Cor Green) San Francisco

Midsummer Greetings

from

Carl W. Swenson Erik Mark Kjell

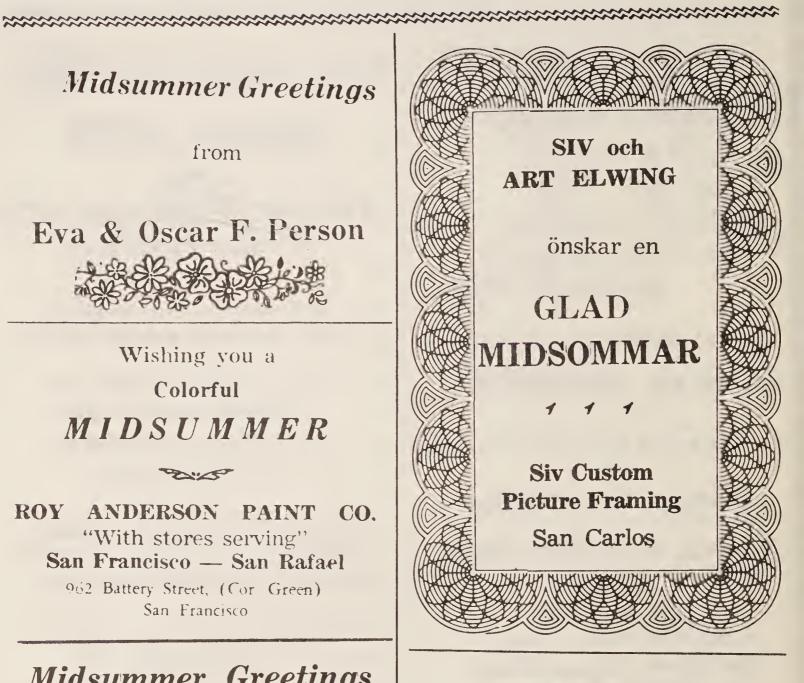


Midsummer Greetings

from

Vera and John Nelson







Wishing you

a most happy

Midsummer

GEORGE and EDELTRAUDE FRYKBERG

COME JOIN THE SVEADAL CLUB

"GO HAWAIIAN"



Saturday, August 11th, 1979

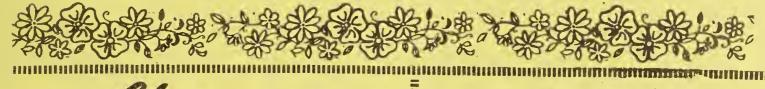
in Sveadal



DINNER, COCKTAILS, DANCING, GAMES

For more details contact

DOUG CARLSON 651-7971 KEN NELSON 728-3561





Vestkusten



Midsummer Greetings

from Saudi Arabia and Millbrae

Ramona and Harry Talbot



GLAD MIDSOMMAR

to all our friends

Ken Wickholm and Family



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Greetings and best wishes for a

Happy Midsummer



from



Mrs. Reno F. Anderson

Mr. and Mrs. Reno C. T. Anderson

C. A. ANDERSON FUNERAL PARLORS